

Chamber Digest

December 2010

Volume 28 Issue 7



Upcoming Events

November 25 - 26: Chamber office closed

December 15: Business After Hours at
US Bank, 5:00 - 7:00 p.m.

December 23: Chamber office closed at noon

December 24: Chamber office closed

December 30: Chamber office closed at noon

December 31: Chamber office closed

In This Issue

Member Spotlight - Iowa River Hospice

Page 2

New Members

Page 2

Leadership / Reinvesting Members

Page 3

Faces & Places

Page 4

Convention & Visitors Bureau Tourism News

Pages 6 & 7

Ribbon Cuttings

Page 8

MEDIC Economic Development News

Page 10

Business Directory

Pages 12 - 14

Marshalltown Young Professionals

Page 15

Business News

Page 16

Marshalltown Education Partnership

The Mission

The Marshalltown Education Partnership (MEP) is doing their part in contributing to Marshalltown's economic development efforts. The goal is to help sustain Marshalltown as a "Best-in-Class" community. MEP is dedicated to educating students about post-secondary education.



Challenges

First generation college students need:

- Financial support
- Moral support
- Information about the importance of post-secondary education
- Help applying to college

How MEP is Stepping Up

MEP joins the education system, businesses, and community organizations and members together to support local students. They take pride in creating a culture of support and expectation of success for Marshalltown youth.

Beginning in middle school, the MEP coordinator talks to students and parents/guardians about post-secondary opportunities. Academic, business, and community partners support the participants and parents/guardians with counseling, support services, and information about financial assistance within the

school district, college system, and community.

Setting the Bar

MEP has created a program that motivates first generation college students who show financial need to excel academically. The journey to success begins when each student signs a "Commitment to Excellence" contract.

The commitment requires each student to:

- Maintain a minimum 95% high school attendance rate
- Maintain a minimum cumulative high school grade point average of 2.75

Help grow success - one graduate at a time!

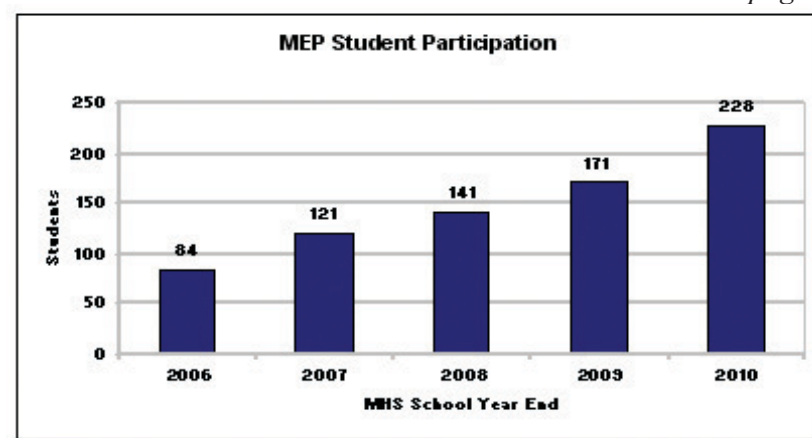
Connecting Students

The number of students participating in MEP has grown steadily since the program began in the fall of 2005, as the chart illustrates.

MHS participation in 2010-2011 is 291 students.

- 104 Freshmen
- 80 Sophomores
- 64 Juniors
- 22 Seniors

Continued on page 5



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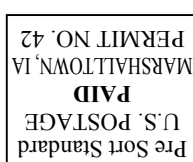
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ADDRESS SERVICE REQUESTED

Marshalltown, IA 50158

P.O. Box 1000

Marshalltown Area Chamber of Commerce



MEMBER SPOTLIGHT

Iowa River Hospice

Paula Rutherford and Beth Weitzel were nurses teaching at MCC in the early 1980's and saw the need for better end of life care. They initiated a steering committee with many disciplines represented and from this group Iowa River Hospice was established to serve patients and their families when curative care was no longer an option.

In 1983, Iowa River Hospice was established among the first hospices in the United States. Iowa River Hospice began in a shoe box and has grown into the beautiful Iowa River Hospice Home and offices at 502 Plaza Heights Road in Marshalltown. This has happened due to the tremendous support from donors and friends who saw the need for hospice care throughout the years and supported their remarkable growth. Mid Landers planted the seed for the establishment of the hospice home a few years ago and that seed grew into the Hospice Home today.

Many people wonder, "What is hospice and what do they do?"

"We provide compassionate care for people in the final phase of a terminal illness so they can live life as fully and comfortably as possible," said



Rhonda Miller, Community Liason for Iowa River Hospice. "Iowa River Hospice provides a team approach to care that serves the patient and family wherever they call home. That includes their own homes, nursing facility, assisted living, hospital or in the Iowa River Hospice Home."

"We continue to assist families compassionately with our grief support team," Miller added. "We have a very experienced and accommodating staff and strive to support our patients, families and caregivers in a wide variety of ways."

The Iowa River Hospice team is made up of Miller and 52 other full- and part-time employees. They also utilize the time, talents and treasures of countless volunteers.

"We are proud to be a Marshalltown Area United Way Agency," said Miller. "Our staff members support other agencies throughout the area as volunteers, serve on boards of other groups and churches and participate in a variety of activities such as organizing food drives, bell ringing at Christmas, support a variety of missions, and participate in parades and local celebrations."

The staff members at Iowa River Hospice are Medicare-certified and patient-centered. No one is turned away from the agency on basis of need. Iowa River Hospice serves Marshall, Tama, Southern Hardin and Grundy Counties.

The staff members go above and beyond where their patients are concerned. Some of the 'extras' their patients and families enjoy include pet,

music and massage therapy, volunteer visits and an extensive array of comfort measures tailored to the patients' needs. They try to fulfill patient wishes as well, which may be as simple as a favorite meal, an outing to a special place or perhaps even a balloon ride.

Hospice care is significantly underutilized and largely misunderstood. According to Miller, the majority of people who do use hospice wish they would have done so sooner. Their focus is on living for the patient and families they serve.

When asked why Iowa River Hospice continues to be a proud member of the Chamber, Miller replied, "The Chamber provides great opportunities to network in the area and learn about the other wonderful businesses in our community. The Chamber nurtures the favorable business climate in Marshalltown."

For more information or receive a tour of the Hospice Home, contact 641-753-7704. They also provide a program for groups.

New Members

Following is a list of businesses that have invested in the greater community by joining the Marshalltown Area Chamber of Commerce. Please support these businesses when making purchases and business decisions.

Community Foundation of Marshall County
Carrie Barr, Chair and Michael Bloom, Treasurer
1913 Gethmann Lane
Marshalltown, IA 50158
641-752-9778

The Community Foundation of Marshall County is a local, non-profit, charitable affiliate of the Community Foundation of Northeast Iowa and was established to build stronger, healthier communities in Marshall County.

LET'S DANCE Ballroom Dance and More

Mark & Fauna Nord, Owners
236 North 13th Street
Marshalltown, IA 50158
641-752-9723

www.letsdancemarshalltown.com

LET'S DANCE Ballroom Dance and More is a dance studio offering beginner ballroom, various types of swing, and salsa dancing, Zumba, pilates, Guns & Buns and yoga classes. Instructors are from Ames, Des Moines and the local area. Evening classes available. Opening January 10, 2011.

Would your business like to be featured as a Member Spotlight in the Chamber Digest? Email lolberding@marshalltown.org for details. Members drawn at random.

LEADERSHIP

Chamber
Chair: Liz Zuercher



Board of Directors

John Hughes
Chair Elect

Deb Borton
Chair Elect-Elect/V.C.
Quality of Life

Paul Gregoire
Past Chair

Kathy Baker
Treasurer

Paul Beals
V.C. Education

Abie Chadderdon
V.C. Government Affairs

Jeff Vance
V.C. Membership Services

Don Turbiville
MEDIC Chair

Alan Anselman

Joe Carter

Joan Jaimes

Denise Kemp

Angie Nelson

Joe Nevel

Matt Pisney

Susan Untiedt

Ex-Officio

Gene Beach
City of Marshalltown

Brian Burnside
MMSC

Dr. Chris Duree
IVCCD

Denny Grabenbauer
Marshall Co Supervisor

Dr. Marvin Wade
MCSD

Liz Wilke
MCVB

MCVB
Chair: Bob Wenner



Board of Directors

Liz Wilke
Vice Chair

Deanna Davis
Past Chair

Joyce Miller
Secretary

Jennifer Howard

Dan Moellers

Fauna Nord

Gary Robertson

Gary Ross

Chad Weir

Staff

Ken Anderson
President

Lynn Olberding
Director of Membership & Marketing

Megan Bantz
Administrative Assistant

Joel Akason
MEDIC President

Kenn Vinson
MEDIC Business Manager

Shannon Espenscheid
MCVB Director

Sauna Banks
Administrative Assistant

709 South Center Street
P.O. Box 1000
Marshalltown, IA 50158
Phone: 641-753-6645
Fax: 641-752-8373
Email:
info@marshalltown.org

MEDIC
Chair: Don Turbiville



Board of Directors

Doug Gervich
Vice Chair

Jim Lowrance
Treasurer

Sharon Greer
Secretary

Bill Grabe
Past Chair

Liz Zuercher
Chamber Chair

Gene Beach

Pat Brooks

Paul Gregoire

Brian Heithoff

Mike Miller

Loras Neuroth

Mike Schlesinger

Kevin Swartz

David Vollmar

Ex-Officio

State Representative
Mark Smith

State Senator
Steve Sadders

The Chamber Digest is a monthly publication of the Marshalltown Area Chamber of Commerce, in cooperation with the Marshall Economic Development Impact Committee and Marshalltown Convention & Visitors Bureau, who collaborate in creating opportunities for businesses, residents and visitors.

Thank You Reinvesting Members

The reinvesting members printed in bold type marks those with memberships in increments of five years.



Central Iowa Fair	6
Hammer Medical Supply	3
Harvester Golf Club	6
Iowa Hearing Aid Center	2
Iowa Valley Cont Education	18
Jiffy Convenience Store	18
Mtown Area Catholic School	3
Mechdyne Corporation	10
Meskwaki Bingo-Casino-Hotel	12
Oktemberfest, Inc.	16
Stalzer's Furniture	12
Village Profile	2

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Business After Hours

December 15, 2010

5:00 - 7:00 p.m.

US Bank

123 West Main Street

January 2011

5:00 - 7:00 p.m.

Community Foundation of
Marshall County

Location: TBD

February 9, 2011

5:00 - 7:00 p.m.

Taste of Marshalltown

Featuring food and beverages
from Chamber member businesses

Fisher Community Center

March 2011

Available for sponsorship

April 2011

Available for sponsorship

**Book your 2011 Business After
Hours event now!**

Contact Lynn
Olberding at the Chamber
office to schedule a Business
After Hours event at your
business.

**These events are great ways to
promote your business!**



www.marshalltown.org

FACES & PLACES

Faces & Places is a monthly feature in the Chamber Digest. Each month this column will feature information about Marshalltown Area Chamber of Commerce members and volunteers. **Faces & Places** is a great way to utilize your Chamber membership.

Submissions may include grand openings, management changes, employee promotions, moves, expansions, major developments and award recognition. Submissions may include a photograph, if provided in a JPEG format.

Due to space limitations, each item for **Faces & Places** should be no more than six sentences in length. The editor reserves the right to determine what is newsworthy and included in the column. Items that will not be accepted include: email changes, seminars or special event promotions that would be better addressed through advertising venues.

To submit your news, email lolberding@marshalltown.org and put **Faces & Places** in the subject line, or mail information to **Faces & Places**, P.O. Box 1000, Marshalltown, IA 50158. Submissions must be received by the 10th of the month for inclusion in the following month's Chamber Digest.

Area Dollars make great gifts



With the holidays right around the corner, now is the time to think about giving gifts to your friends, family, coworkers and neighbors and Area Dollars are a great gift for anyone on your list.

Use them as gifts, year-end bonuses, holiday incentives or rewards. They can be redeemed at any of the nearly 475 Chamber member businesses.

Area Dollars are available in \$10 and \$25 increments and can be purchased Monday - Thursday: 8:00 a.m. - 5:00 and Friday: 8:00 a.m. - 4:00 p.m. at the Chamber office (709 South Center Street).

Cash, check, Visa and MasterCard accepted for payment.

www.marshalltown.org Statistics

	Oct 10	Avg/Month	YTD Total
Unique Visitors	2,378	2,404	24,042
Number of Visits	3,471	3,884	38,840
Page Views	13,073	15,567	155,671
Hits	93,773	95,639	956,387

The Chamber's website traffic continues to be strong. Is now the time to consider upgrading your listing and increasing your online visibility?

Don't forget to check the chamber website for business directory information, event photos, program information and calendar of events. Contact Lynn Olberding at the Chamber office for more information.

Message from Chamber Chair

Dear Members,

I believe there are many of us who are looking forward to a brighter 2011. This New Year brings with it a renewed hope for an improved economy, balanced with a continued sense of caution in our financial and business decision making.

It's been a challenging year with our rapidly changing economic conditions, but I can report that the Marshalltown Area Chamber of Commerce remains strong and committed to our nearly 475 members. We continue to enjoy strong alliances with organizations in our area and in the region, including a creative partnership with MEDIC and the Des Moines Partnership.

As you probably know by now, the Board of Directors of the Chamber has developed and approved a comprehensive three-year strategic plan that will serve as our road map over the next several years. The Board, committees and staff are focused on incorporating this new direction into each phase of our work, and we are already seeing the impact this plan will have. For instance, we committed one of our five strategic goals to strengthening local education efforts. Our goal is to establish and enhance partnerships that lead to a high-performing education system. We know that our community is only as strong as its educational system, and we are committed to working closely with our leaders in education, to establish a collaborative Business/Education Alliance.

A very important objective of the Chamber is to be as pro-active as possible to the needs of our membership. The Chamber should serve as a source of information and resources to businesses of all sizes and I plan to continue the great work of those who preceded me in doing all we can to be that source. There are many interesting and complex issues on the horizon and I believe the Chamber will have an active role in identifying those issues, gathering the data needed by our membership, and providing that information to our membership, so they may utilize it for the benefit of their individual business needs.

This will be an exciting and challenging time, and I hope you will consider what role you would like to play in it. I encourage you to get involved, whether it's through committee participation, sponsorship, or active involvement in one of the many programs offered through the Chamber.

I wish you all Happy Holiday and a Very Happy New Year!

Liz Zuercher
2010/2011 Chamber Board Chair

Listen weekly to **Chamber Chat**
Sunday Mornings

6:30 am on 99.5 KDAO FM

7:30 am on 1190 KDAO AM

Keep up with the latest Chamber, MCVB and MEDIC news.

Marshalltown Education Partnership

Continued from page 1.

Students Find Success

The program offers scholarship assistance to successful Marshalltown High School (MHS) graduates for post-secondary study at Marshalltown Community College (MCC). The scholarship and MCC tuition waivers will cover up to 50% of the tuition to pursue a certificate, diploma, or associate degree.

Since the beginning of MEP in 2005, 33 students have fulfilled the "Commitment to Excellence" contract and have received MEP scholarship support to attend MCC.

Over five years, the MCC / MEP partnership has invested \$118,000 in scholarship support for our kids. This investment is paying big dividends. To date, 16 first generation students have graduated from MCC with six now pursuing a bachelor's degree.

MEP Influences Post High School Education Choices

Not all MEP students attend MCC, but MEP is clearly impacting students thinking about the importance of post-secondary education. Some MHS seniors who have participated in MEP choose to attend other colleges rather than MCC and other participants who did not fulfill the "Commitment to Excellence" contract in high school are now attending MCC.

Since 2005, 65 percent of the 86 Marshalltown High School MEP students who have graduated from high school have pursued higher education. With the class of 2010, the first to benefit from four years of MEP support, that figure jumped to 95 percent.

Become a Sponsor, Help Our Kids Succeed

Join the current sponsors to achieve even greater success. Help MEP support our kids and create a better future for Marshalltown.

Thank you to:

- Emerson Process Management, Fisher
- Lennox Industries
- Martha Ellen Tye Foundation
- Marshalltown Community College
- Marshalltown High School
- Marshalltown Medical & Surgical Center

The Chamber office will be closed
Thursday, November 25 and
Friday, November 26
in observance of Thanksgiving

How You Can Help

Contributions can be made in several ways:

- Corporate sponsor contributions
- Individual contributions
- In-kind contributions
- Tribute and memorial contributions
- Volunteer your time

Exemption Requirements for 501(c)(3)

Eligible companies can receive tax-deductible contributions in accordance with Code section 170.

MEP Means Success

"Not only has the financial aspect of MEP been great, but the community partner aspect has also proven itself to be very helpful. I am paired with someone that works in education, which is my area of interest. It is great to ask my community partner questions about what it really is like to work with students in a classroom."

- Aaron Freland, MCC Class of 2009
Majoring in Elementary Education at ISU



"I had not given much thought about the importance of attending college until I became part of the program. My community partner helped me in being more careful about my grades and attendance. I know that I will have many more opportunities when I receive my college degree."

- Gabriela Sanchez, MCC Class of 2010

"I was the first person in my family to earn a high school diploma and I am so excited to have my MCC degree. MCC is a great place. I got a lot of help from teachers when I needed it and the MEP financial support really helped a lot."

- Judith Mares, MCC Class of 2008



Your Financial Support is Critical to Our Students' Success

"The Marshalltown Education Partnership is demonstrating great success, but your help is needed now so that we can change the lives of our kids well into the future."

Terry Buzbee
President
Emerson Process Management, Fisher



CONVENTION & VISITORS BUREAU

For the time and a description of the events below, log on to the MCVB website's Calendar of Events at www.VisitMarshalltown.com

December 2010 Calendar of Events

Happy Holidays!

Event	Date	Location
Bingo	Tuesdays	Senior Citizens Center
Duplicate Bridge	Wednesdays	Senior Citizens Center
Storytime	Tues/Fri	Public Library
Nature Story Hour	Dec 1	Grimes Farm & Conservation
After School movie	Dec 1	Public Library
Artists Reception	Dec 3	Fisher Community Center
"Messiah"	Dec 5	First United Methodist
Holiday Cookie Decorating	Dec 8	Public Library
Christmas Dinner	Dec 9	Binford House
Indoor Racing	Dec 11	Central IA Fairgrounds
Dance Performance	Dec 11	Marshall Town Center
Saturday Arts Concert	Dec 11	Hope United Methodist
Can Out Hunger Can Drive	Dec 11	American Legion
Olde Tyme Hymn Sing	Dec 12	First Presbyterian
Nature Story Hour	Dec 15	Grimes Farm & Conservation
Kids Open Studio	Dec 18	Fisher Community Center
Dance Performance	Dec 18	Marshall Town Center
Improv Workshops	Dec 26-29	Martha Ellen Tye
Improv Performances	Dec 30-31	Martha Ellen Tye

Post your 2010-2011 events FREE on the MCVB self-posting calendar at www.visitmarshalltown.com

December 2010 Meetings & Conventions

Group	Date	Location
Thunder Dome Indoor Racing	Dec 11	Fairgrounds

Thank you for making Marshalltown Your Destination!

Photos with Santa

Children of all ages can get their photos taken with Santa this holiday season at Marshall Town Center. Santa will be available the following dates:

Fridays	December 3, 10, 17	5:00-8:00 p.m.
Saturdays	December 4, 11, 18	Noon-8:00 p.m.
Sundays	December 5, 12, 19	Noon-5:00 p.m.
Week of Christmas	December 20-23	Noon-8:00 p.m.
Day before Christmas	December 24	10:00 a.m.-3:00 p.m.

For more information, visit www.marshalltowncenter.com or call the mall office at 641-752-6200. Photo packages available.

Free Self-Posting Calendar of Events

The Marshalltown Convention & Visitors Bureau would like to remind everyone to use the free, self-posting calendar at www.visitmarshalltown.com for their 2011 events.

Events can be posted at any time but, the MCVB encourages people to promote their event on the self-posting calendar as soon as the date is set or at least three months before the event takes place. This allows the visitor and the community to see what is happening in Marshalltown and they can make plans according to events going on in the community.

Questions about posting an event at www.visitmarshalltown.com can be directed to 641-753-6645 or cvb@marshalltown.org.

MCVB Attends Iowa Tourism Conference

The Marshalltown Convention & Visitors Bureau Director, Shannon Espenscheid and MCVB Assistant, Shauna Banks recently attended the Iowa Tourism Conference in Burlington, Iowa. In addition to gathering great ideas and networking with various tour and travel professionals, MCVB gained valuable insight into the impact of tourism in our state. Did you know that Iowa tourism is a \$6.1 billion dollars industry? This is according to the Travel Industry Association's 2009 report. Of this number, \$65.49 million dollars is spent in Marshall County. What does this mean for Marshalltown?

This means that there is a lot of money being spent in Iowa on tourism and we need to take advantage of it. The average travel party spends \$257.93 a day on travel in Iowa. They are looking for unique places to eat, shop and tour. And Marshalltown has all of those! We have great places to eat, from the relaxed sit down atmosphere of The Tremont on Main to the fun old fashioned counter service of Taylor's Maid-Rite. Visitors can get some great deals at the fashionable department stores in the mall or go antique shopping downtown. Where else but in Marshalltown can you visit a 12-level tree house or play in chocolate.

The Marshalltown Convention & Visitors Bureau is committed to expanding tourism and travel in Marshalltown.

For more information on Iowa tourism log on to www.travelfederationofiowa.com.



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Roger F. Hackman,

CPA
Tax, Accounting and
Consulting Services
107 Palmer St.
Marshalltown, IA 50158

(641) 752-3024

Fax (641) 753-3942

Cell (641) 485-4351

E-Mail: rghack@marshallnet.com

CONVENTION & VISITORS BUREAU

Pet Photos with Santa



Marshall Town Center is offering pet photos with Santa again this year. Schedule an appointment to bring your pets out to the mall to have their photo taken with Santa Claus. Appointments can be made on Thursday, December 16 or Tuesday, December 21, from 6:00-8:00 p.m. Call the mall office at 641-752-6200 to schedule your pet's picture with Santa.

MCVB Unveils New Impressionist Gallery Brochure

The Marshalltown Convention & Visitors Bureau has just released its latest brochure. This new brochure highlights the works in the Impressionist Gallery located at the Fisher Community Center. The Gallery holds the works of such artists as Henri Matisse and Edgar Degas.

The brochure gives information on each painting as well as describes how the gallery was established after the theft of *Les Barques Depeche Davant Lee Falaises D'Etretat* by Claude Monet.

Copies of the brochure are available at the MCVB office, 709 South Center Street, Monday - Thursday from 8:00 a.m. - 5:00 p.m. and Friday 8:00 a.m. - 4:00 p.m.

The Impressionist Gallery is open weekdays from 11:00 a.m. - 5:00 p.m. and weekends by appointment. The Gallery is located at 709 South Center Street in Marshalltown.



Do you spend more time planning your vacation than your financial future?

When you plan your vacation, you probably spend time visiting a travel agent, booking your flight and hotel, even consulting sightseeing guides. But, how much time do you spend planning something much more important--your financial future?

You can start by spending time with your local SagePoint Financial representative. Based on your current income and savings and your goals for

the future, your SagePoint Financial representative can answer your questions about a wide range of investments and help you plan for your retirement.

Remember, you have only one financial future. We believe it deserves the kind of careful planning we can help you with. Why not take the time to call or visit us?



Kileen D. Rezac, CFP
Branch Office Manager
25 S. Center St.
Marshalltown, IA 50158
641-752-2041
800-369-1588



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NEW YEAR'S EVE PARTY PACKAGE

\$149.95 plus tax

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Dance Tickets Sold Separately

\$10 per person (8:30 pm - 12:30 am)

Dinner Tickets \$22.73 per person (Inclusive)



Regency Inn
3303 S. Center St.
Marshalltown, IA

641-752-6321

1-800-241-2974

AMBASSADORS VISITS



The Chamber Ambassadors pose with Roger and Laura Vajgrt at Home Rental Center (603 South 6th Street) during a courtesy call on October 26. Home Rental Center has been a Chamber member since 1983.



Ristem "Joe" Ditka, owner of Joe's Italian Grill & Pizza celebrates the restaurant's ribbon cutting with the Chamber Ambassadors on October 26. Joe's is located at 1010 West Lincoln Way.



The Chamber Ambassadors visited Steve Lang at Marshall County Abstract, (23 South Center Street) on November 12 for a courtesy call. Marshall County Abstract became a Chamber member in June 1984.



Julie Schossow, owner of The Optical Center, poses with the Chamber Ambassadors during a courtesy call on November 12. The Optical Center is located at 116 West Main Street in downtown Marshalltown.

The Ambassadors are the goodwill arm of the Chamber. Their scheduled time for courtesy calls and ribbon cuttings are at



4:30 p.m. and 4:45 p.m. on the second and fourth Tuesday of the month.

Contact 641-753-6645 or lolberding@marshalltown.org.



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2011 Washington DC Summit

The dates have been set for the 2011 Washington DC Summit. A group of local constituents will meet with elected officials, congressional staff members and outside resources from Tuesday, April 5 - Thursday, April 7. The group will carry a comprehensive community agenda to Washington D.C.



Individuals interested in helping plan or attending the 2011 Summit are encouraged to attend the next planning meeting, slated for Friday, December 3 at 9:00 a.m. at the Fisher Community Center. Summit planning meetings will take place the first Friday of each month through April,

Listen Weekly to **Chamber Chat**
 Sunday Mornings 6:30 am on 99.5 KDAO FM
 and 7:30 am on 1190 KDAO AM

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ECONOMIC DEVELOPMENT

Imagine 2011 North 13th Street

One of the targeted beautification ideas identified by the Imagine 2011 program is the revitalization of the North 13th Street business area near the entrance to the Iowa Veterans Home. An important component of the revitalization is better control of surface storm water flow from the Braddy Creek watershed. A first step in the process is assessment of the watershed for future improvements. The city of Marshalltown has approved this assessment.

Historically, the area near North 13th Street and immediately south of Summit Street in Marshalltown has experienced frequent flooding during significant rainfall events. Surface storm water flow from the Braddy Creek Watershed runs through a shallow creek in this area and then through a double 60" culvert beneath an existing parking lot and under North 13th Street just south of Summit Street. After passing beneath North 13th Street, storm water flows again through a shallow creek and under Summit Street in a concrete box culvert. Storm water backs up upstream of each of these two drainage structures during significant rainfall events and causes flooding of the immediate areas.

The City of Marshalltown's goal with this storm water project in this area is to either reduce the flow to the structures by making drainage improvements upstream in the Braddy Creek corridor such as detention ponds, or to make improvements at each structure such as full replacement with larger structures to increase the capacity of each crossing. An assessment of the Braddy Creek Watershed upstream of the two structures will be completed to determine the most cost effective approach to reduce flooding in this area.

Coordination with the Imagine 2011 – 13th Street Revitalization Committee will be an important component of this project as will others in the community. Monthly public meetings are scheduled to be a part of the project as well. This will allow the people in the area and others with concerns the ability to have input into developing the design solution for this area.

To view this revitalization project and others identified by the Imagine 2011 committee, visit the website at www.imagine2011.com.



Economic Statistics		
September	2010	2009
Labor force	20,220	20,470
Unemployed	1,410	1,430
Percent unemployed	7.0	7.0
Total employment	18,810	19,040
Marshalltown Construction		
Building permits	14	11
Residential dwelling units	0	2
New residential construction value	\$0	\$223,000
Residential addition/remodeling value	\$78,000	\$24,000
New commercial/industrial permits	6	1
New commercial/industrial valuation	\$0	\$44,000
Remodeling commercial/industrial value	\$333,000	\$106,000
Marshall County Construction		
Building permits	7	7
New Residential Dwelling Units	0	2
New Residential Construction Value	\$0	\$495,000
Residential addition/remodeling valuation	\$58,950	\$118,000
New commercial/industrial permits	3	0
New commercial/industrial valuation	\$2,020,000	\$0
Housing		
Single family home sales	40	49
Average sale price	\$93,184	\$104,552
Median sale price	\$70,450	\$88,000

Visit www.marshalltownworks.com for additional statistics.



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**For additional economic
development information,
please visit
www.marshalltownworks.com.
It is a great resource for
current demographic
information about
Marshalltown, Marshall County
and the state of Iowa.**

BUSINESS NEWS

SBA Updates “Cost of Federal Regulation” Study

The Small Business Administration Office of Advocacy periodically examines the costs of complying with federal regulations. The authors of the study estimate that the total cost of federal regulations in four areas – economic regulations; environmental regulations; tax compliance; occupational safety, health, and homeland security regulations – stands at \$1.75 trillion. They used continuous data from 1998 to 2008. As with previous studies, this latest study documented the disproportionate effects these regulations have on small businesses compared to large businesses.

The cost of all regulations for all firms is \$8,086 per employee, but when it is broken out by business size it shows that the cost of all regulations for firms with fewer than 20 employees is \$10,585 per employee, while the cost for firms with 500 or more employees is \$7,755. The study further shows that regulations on manufacturing are particularly burdensome on smaller firms while regulations in the service sector show little difference between small and large companies.

The full report is online at www.sba.gov/advo/research/rs371tot.pdf.

Chamber Business After Hours
Wednesday, December 15 (5:00 - 7:00 p.m.)
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Area Dollars make great holiday gifts

Each year, the Chamber sells more than \$130,000 in Area Dollars (Chamber Bucks) to residents, businesses and visitors. That's \$130,000 that is spent with Chamber member businesses!

This holiday season, the Chamber is sponsoring a special promotion for anyone who purchases \$50 or more in Area Dollars between November 22 and December 23 and your business can participate! Just drop off coupons, discounts or special offers to the Chamber office to be handed out to Area Dollars purchasers. These discounts can be for the person purchasing Area Dollars as a gift or for the recipient to use when they redeem Area Dollars at your business!

Some suggestions of discounts and special offers: 20% entire purchase of regular-priced merchandise when you redeem your Area Dollars; \$5 off your purchase of \$20 or more; free soda with the purchase of a lunch entree; free ornament when you spend \$50 or more.

To participate, simply fill out the form enclosed in your Chamber Digest or contact the Chamber office. Available to Chamber members only.

Area Dollars are available at the Chamber office Monday - Thursday 8:00 a.m. - 5:00 p.m. and Friday 8:00 a.m. - 4:00 p.m. They are sold in \$10 and \$25 increments and can be redeemed at any Chamber member business. You can spend them at retail stores, make a donation to a local non-profit organization or church or pay your utility bill.

The Chamber office will close
at noon on Thursday, December 23 and will
be closed on Friday, December 24.
The Chamber office will also close at noon
on Thursday, December 30 and will be
closed on Friday, December 31.

www.everydaychampions.org

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Would you like to have your Chamber Business listed? Contact your Times-Republican Sales Representative to have your Chamber Business Listed on this Chamber Directory.

YOUNG PROFESSIONALS

Upcoming MYP Events

December

1	Social Lunch at Mexico Antiquo	Noon
1 - 10	Adopt-a-Family project	
10 or 11	Ugly Sweater Party	TBD
15	MYP Lunch & Learn: TBD	Noon

January

1	Social Lunch at Tremont Italian Grille	Noon
15	MYP Lunch & Learn: TBD	Noon

February

2	Social Lunch at Joe's Italian Grill & Pizza	Noon
16	MYP Lunch & Learn: TBD	Noon

A progressive dinner or murder mystery dinner will be scheduled for early 2011.

Please note: All dates/times/topics are subject to change.



www.marshalltownyp.com
info@marshalltownyp.com

Do you know a young professional in the community that may be interested in the Marshalltown Young Professionals? Employees of Chamber member businesses can join MYP now for just \$25!

Now is a great time to get involved! Participate in the holiday service project and enjoy holiday fun at the Ugly Sweater party. You won't want to miss all of the great events planned for 2011.

All members are also invited to participate on one of the MYP subcommittees: YP Connect or MYP Social/Professional Development.

For more information, please contact Lynn Olberding at the Chamber office, 641-753-6645



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BUSINESS NEWS

Holiday Business to Business Showcase

Nearly 200 Chamber members enjoyed good food, good drinks and good conversation at the annual Holiday Business to Business Showcase on November 3 at the Fisher Community Center. Key sponsor Hy-Vee put on a great show, with holiday decor from their floral department and a variety of food and drinks. The next Business to Business event is scheduled for Wednesday, February 9, 2011 at the Fisher Community Center. The second annual "Taste of Marshalltown" showcase will feature food and drinks from Chamber member caterers, restaurants, distributors grocery stores and other food-related vendors. Mark your calendars now!



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Agent-CSA



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Agent



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